

Red Ribbon Week

November 6-12th, 2011

What is it?

The Red Ribbon Week awareness campaign began following the 1985 kidnapping and murder of a Drug Enforcement Administration (DEA) agent. It has become a symbol of support for the DEA's efforts to reduce the demand for drugs through prevention, education and awareness.

94% of community members agree that preventing alcohol, tobacco, and other drug use is important.

Community Readiness Survey, 2008
N.D. Region I Frontier

Red Ribbon Week provides an opportunity for individuals and communities to unite and take a stand against alcohol and drug abuse in their community.

What is Watford City doing??

Monday, November 7th: Reach-Out Day

- * Voice your support for healthy and safe choices. Talk to your community leaders and be a positive role model in a youth's life.
- * Get your red ribbons from area businesses to wear throughout the week.
- * Parents, ask your children about the educational materials provided in school.

Tuesday, November 8th: Wear Red Day

- * Wear a red hat, ribbon, or t-shirt.
- * **FREE** root beer floats at Larsen's Service Drug for anybody wearing red.

Wednesday, November 9th: Decoration Day

- * Tie a red ribbon on your car.
- * Decorate your house, yard, or trees with red ribbons or red lights.
- * Show your support by hanging a Red Ribbon poster (colored by local youth) in your business window.

Take pictures of your activities and submit it to ndprmc@nd.gov to be displayed on our Web site.

Join the Watford City Community Prevention Coalition in celebrating Red Ribbon Week!



www.nd.gov/dhs/services/mentalhealth/prevention/watford-city.html

Parents are the #1 influence in a child's life.

Initiating a conversation about alcohol and other drugs gives you the opportunity to state your stance on the issues. As a parent, let your youth know what you expect from them and set clear rules with alcohol and other drugs and their use.

Start the conversation...

- ▶ What are the three most interesting things about you?
- ▶ Why do you think it is illegal for those under the age of 21 to drink alcohol?
- ▶ What are you most proud of?
- ▶ What if you were at a friend's house and they offered you alcohol? Have you ever been offered a drink, and how did you handle it?
- ▶ What would you do if you were in a car and the driver had been drinking alcohol?
- ▶ Who do you consider a role model in your life and why?

Learn more at www.parentslead.org

90% of community members believe it is possible to reduce alcohol and drug problems through prevention.

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